

ABSTRACT OF THE DISCLOSURE

5 A graphical user interface, for use in generating a definition of
an automated response mechanism to be used in automatically
communicating when a response occasion occurs, comprises screens
(272, 282, 288, 316, 322) which present, in two side by side
columns (286, 284, 290, 292), a list of selectable items and a
10 list of those items which have been selected, items being
transferrable from one column to the other. Selected items are
implemented in the automated response. Selectable items include
the media (284, 286) for the communication, criteria definitions
(310, 320, 312) to be fulfilled or not for an item to be used,
15 fixed (302) text and variable data (304) items in selectable
idioms and languages for each medium, and for use when different
criteria are fulfilled, and place holders for defining the
physical locations in the one or more media responses of items
used.

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